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MONTANA TRAVEL NEWS

TRAVEL PROMOTION UNIT, DEPT. OF HIGHWAYS, HELENA, MONTANA 59601 - VOL. 2, NO. 1, 1975

STATE CONFERENCE ON TRAVEL SLATED IN GREAT FALLS APRIL 17-18

Montana Gears For Los Angeles Promotion in April

Montana, readying for an intensified summer travel season, is preparing an all-out cooperative campaign to attract travel dollars from major travel market areas.

By far the largest promotion is a Los Angeles effort designed to attract the extensive Southern California travel potential. Montana will participate with Travel Alberta, Western Airlines and the private sector in a \$100,000 promotion consisting of an eight-page, full color insert in The Los Angeles Times on April 11. Follow-up advertising will involve full page, four-color ads in Los Angeles editions of Newsweek, Time Magazine, and National Geographic.

In connection with the Los Angeles promotion, five travel agent seminars reaching 1,000 travel agencies in the Los Angeles market will be held during the week of March 31. Following the Los Angeles Times insert, four additional seminars will be conducted for AAA travel counselors in the Los Angeles area. In addition to informational meetings, the seminars will also include a joint three-screen slide presentation promoting Montana and Alberta.

The full-color insert will be produced as a package-travel brochure and will be made available to travel agents on the West Coast. The brochure will be distributed by Western



JOSEPHINE BROOKER, director of the Montana Travel Promotion Unit, and Harry J. Anderson, director of the Montana Department of Highways confer on the 1975 Department of Highways map of Montana.

1975 Dept. of Highways Map Out

The 1975 edition of the attractive Department of Highways map of Montana is being readied for distribution, according to Harry J. Anderson, director of the Montana Department of Highways.

The new map, with a photograph of Grinnell Lake in Glacier National Park on the cover, opens to photographs representative of the five regions of Montana and photographs and descriptive paragraphs of various Montana recreational activities. When fully opened, the map of the State is laid out over the full inside surface of the map brochure.

The Second Annual Governor's Conference on Travel has been scheduled for April 17 and 18 at the Heritage Inn in Great Falls.

To be co-hosted by the Great Falls Chamber of Commerce, the conference will feature a keynote speech by Governor Thomas L. Judge and addresses by national and regional travel figures. Travel Alberta representatives and delegations from the travel trade in Calgary and Edmonton have been invited to attend the conference.

Workshops have been designed for the event, featuring travel-related subjects including brochure printing, conventions, and package tours. Two Montana Travel Promotion films will be premiered during the travel event — a 15-minute convention film produced by the Travel Promotion Unit and five convention areas, and a Montana tour film sponsored by the Travel Promotion Unit and several areas and carriers.

Scheduled during the Governor's Conference is an "overview" of the 1975 travel picture. There will also be a series of reports on the preliminary results of a cooperative effort by the Montana Travel Promotion Unit in Canada and on a joint Los Angeles promotion by the Alberta travel department and Western Airlines, both scheduled for early April. There will also be a tour of the new International Airport in Great Falls.

Scott Warden, coordinator of the Film Location Division of the Montana Travel Promotion Unit, will

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(Continued on Page 6)

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STATE PRODUCES TWO NEW FILMS

Billings Premieres 'Red Sunday' Film

Red Sunday, a documentary on the Battle of the Little Bighorn, premiered February 9 at the World Theater in Billings before a first-night audience of 250 people.

The 28-minute color film, chosen by the Montana Bicentennial Administration as a project to commemorate the United States Bicentennial in 1976, was sponsored by the Montana Travel Promotion Unit cooperatively with the North Dakota Travel Division and the Montana and North Dakota Bicentennial Administrations. The premiere and an opening night reception at Billings' Northern Hotel were sponsored by the Yellowstone Bicentennial Commission.

Governor Thomas L. Judge, en route to Helena from a conference in Cheyenne, Wyoming, attended the premiere event.

According to a statement from the office of Montana's U.S. Senator Lee Metcalf, the film has been selected for showing at a joint Congressional meeting of the House of Representatives and the United States Senate in March. The film is also being considered for distribution abroad by the United States Information Agency and to schools by educational media distributors, and will be screened on 400 television stations for viewing by an anticipated 20 million people during 1975 and the Bicentennial Year 1976. The National Park Service has requested that the film be used as an official film for viewing at the Custer Battlefield National Monument.

In a review of the film in United Tribe News, a member of the American Indian Press Association, UTN associate editor Kirk Garcia praised the film's narration and camera work and commented that the film was an "attention-getting documentary" and added that "It was an honest effort, on the part of non-Indians, who have consistently mishandled this episode in history."

Still photographs and paintings, blended with live action, illustrated the events that led to the Battle of the Little Bighorn. The film was narrated by native Montanan and motion picture star John McIntire.



IN A RECENT MEETING in Helena, Governor Thomas L. Judge presented a film print of the new State film RED SUNDAY to John Warner (R), Director of the American Revolutionary Bicentennial Administration. The film will be featured at a joint Congressional Premier in Washington arranged by Senator Lee Metcalf.

'Montana Revisited — Along the Lewis and Clark Trail' Premieres in Great Falls

The Great Falls Ad Club sponsored a premiere February 4 of the State of Montana film Montana Revisited — Along the Lewis and Clark Trail.

The film was introduced by Governor Thomas L. Judge before a premiere audience of 350 people at Great Falls' Heritage Inn.

The film, dedicated to the American Revolutionary Bicentennial, was sponsored by the Montana Travel Promotion Unit, the Montana Bicentennial Administration, Northwest Orient Airlines, and Western Airlines. The 28-minute color film will be placed on 400 television stations as a public service through Modern Talking Pictures, and will be seen by an estimated 15 million television viewers during the 1975 and 1976 American Bicentennial Celebration.

Montana Revisited takes a modern-day family on a tour that revisits the trail blazed across Montana by Captains Lewis and Clark and the Corps of Discovery in 1806. Incorporating numerous side-trips into contem-

porary Montana, the film is a visual tour of city life, outdoor recreation, a raft trip on the Missouri, the Montana landscape of the 1806 expedition, and such travel attractions as Glacier National Park, Virginia City, Fort Peck and the Lewis and Clark Caverns.

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A special preview screening of two new State of Montana Films has been scheduled for March 4 for the Montana State Legislature.

Red Sunday, a documentary film illustrating the Battle of the Little Bighorn, and Montana Revisited — Along the Lewis and Clark Trail, a contemporary review of the historic 1806 expedition of discovery ordered by President Thomas Jefferson, will be viewed by members of the Montana legislative bodies along with a short Hollywood motion picture promotion presentation.

TRAVEL CONFERENCE

WRITERS VISIT MONTANA

(Continued on Page 1)

give a presentation of motion picture productions being filmed in Montana locations and current efforts underway by his department to procure a larger portion of the motion picture location business.

Registration for the two-day event has been set at \$26.50 per person.

The first annual Governor's Conference on Travel was held in April, 1974 at Fairmont Hot Springs, with 250 people attending the initial event.

PNTA to Hold Meet April 16-17 In Great Falls

The Montana Chapter of the Pacific Northwest Travel Association will hold a state meeting April 16 and 17, preceding the Second Annual Governor's Conference on Travel at the Heritage Inn in Great Falls, according to PNTA Montana Chapter president Lee Belding of Lewistown.

The PNTA is planning two travel meetings in 1975, in addition to a spring symposium in April. A PNTA sponsored ski writers tour was scheduled for early in March, with a stop March 3 at Big Mountain to expose ski writers and editors to the attractions of Montana skiing.



WRITERS get material for stories about Montana in national publications on Travel Promotion Unit writers tours. Alec Ibanez (L), LOS ANGELES HERALD-EXAMINER, and Petr Honcu (R), EDMONTON JOURNAL, ski with Jerry Gamroth (Discovery Basin) for material on Montana winter recreation.

Montana skiing and ski areas were the focus of attention for writers invited to Montana this winter by the Montana Travel Promotion Unit.

Touring Fairmont Hot Springs, Discovery Basin and Big Sky of Montana and getting a first-hand experience in winter camp-touring as well as an introduction to three Montana entrances to Yellowstone National Park, the writers represented high-circulation newspapers in major market areas.

On the winter in Montana tour were Charlie Meyers, travel editor of The Denver Post; Barbara Lawton,

free-lance writer and features writer for The St. Louis Post-Dispatch; Petr Honcu, Edmonton Journal, and Alec Ibanez, well-known travel editor of The Los Angeles Herald-Examiner.

The travel writers were hosted by various motels, ski areas and resorts, and traveled with guides furnished by the Montana Travel Promotion Unit.

Previous efforts with writers and magazines have paid off recently with an article on vacationing at Flathead Lake in the March, 1975 issue of Better Homes and Gardens and a story titled "Mountains of Montana" in the January-February issue of Rx Sports and Travel.

Antique Autos To Tour State

The 1975 Coast to Coast Antique Auto Tour, originating on the Canadian Atlantic Coast in June, will tour Montana on its return from the Pacific Coast.

The tour is slated for stops in Kalispell, St. Mary, Havre and Wolf Point during the Montana portion of the coast-to-coast tour, according to Lucide Rioux, tour organizer.

Starting with 100, it is expected that the tour will pick up over 1,000 antique auto buffs on the cross-continent trip.

PRE-REGISTRATION FORM

SECOND ANNUAL GOVERNOR'S CONFERENCE ON TRAVEL

Heritage Inn — Great Falls, Montana
Thursday, April 17 - Friday, April 18, 1975

Name

Title

Organization

Registration includes two luncheons, poolside banquet, two receptions, all meetings, films, special airport tour and Conference packet. Registration Fee \$26.50. Each participant must register.

Mail this form and check to: GREAT FALLS CHAMBER OF COMMERCE, P.O. BOX 2127, GREAT FALLS, MONTANA 59403 by: APRIL 16, 1975.

Separate luncheon and banquet tickets will be sold at the Conference. Room reservations should be made individually with the Heritage Inn. The Heritage Inn is holding rooms until April 8th for delegates to the Conference.

Please call the Travel Promotion Unit in Helena (406) 449-2654 for any further information.

RIGHT NOW
CLIP OUT FOR
**SECOND
ANNUAL
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ON
TRAVEL**

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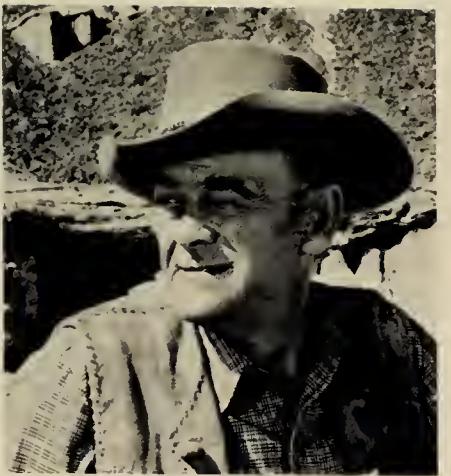
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JOHN McINTIRE, narrator of the **RED SUNDAY** film illustrating the historic events of the Battle of the Little Bighorn, is a native Montanan. Born on a ranch near Kalispell, McIntire is a long-time motion picture and television star who includes among his film credits major roles in **NAKED CITY**, **THE VIRGINIAN**, and **WAGON TRAIN**.



RED SUNDAY sensitively portrays the events and attitudes that led to the Battle of the Little Bighorn — an epic battle in the clash between the social and political structures of the United States and the ancient lifeways and land-oriented philosophies of the native American Indian peoples.



BILL GIBSON, art director of Wendt Advertising in Great Falls, addressed a gala audience of 350 people attending the premier of **MONTANA REVISITED — ALONG THE LEWIS AND CLARK TRAIL**.

MAJOR TRAVEL PROMOTION READIED FOR CANADA

A major three-state advertising thrust emphasizing travel attractions in Montana, North Dakota and South Dakota has been set for April, according to Montana Travel Promotion Unit Director Josephine Brooker.

Magazine ads in Chatelaine, McCleans and The Reader's Digest in the three Canadian provinces of Alberta, Saskatchewan and Manitoba will appear in April with full color newspaper inserts appearing in major newspapers in a program designed to attract visitors next summer from Canada.

The United States Travel Service will contribute \$45,000 to the \$100,000 campaign.

In addition to advertising in regional magazines, radio, television and the newspaper supplement, travel agent seminars will be held during April with Travel Promotion Unit personnel and various three-state attractions participating. A three-screen slide program has been prepared, with highlights of the three states featured. The three states will also participate in a joint promotion in Minneapolis, with a full color insert in The Minneapolis Star-Tribune and in The St. Paul Dispatch.

In commenting on the three-state promotion, Brooker said, "Joint promotions are nothing new to the State of Montana. Each year for the

last dozen years Montana has participated in the Rocky Mountain West Location Bureau with a co-operative effort with Wyoming, Colorado and Utah." As many as seventy-six thousand inquiries have been received on a four-state national ad.

"This year," Brooker added, "the four-state buy will be a four page, full color insert in about half of the circulation of National Geographic. Brooker commented that the selected markets were chosen which would "offer the greatest travel promotion to the area."

NEW PRESS KIT FOR STATE

A new Spring and Summer press kit has been prepared and will be mailed to 560 newspaper and magazine editors and writers across the United States, according to an announcement by Josephine Brooker, director of the Montana Travel Promotion Unit.

The new press kit will emphasize the attractions of Montana seasons, rodeo, and the travel attractions in the Flathead Lake-Glacier Park regions of Montana.

A new photo sampler also has been prepared, enabling editors to order photographs of representative Montana attractions for use in newspaper publications.

Press kits are prepared throughout the year promoting different Montana travel attractions according to seasonal emphasis, Brooker said.

MONTANA TRAVEL NEWSLETTER
published as a report on
Montana's Tourist Industry by
The Travel Promotion Unit,
Department of Highways

SEND YOUR TRAVEL NEWS NOTES TO:
The Travel Promotion Unit,
Department of Highways
Helena, Montana 59601

MOTION PICTURE LOCATION NEWS

Kalispell Learns of New Production



CHARLES PIERCE, producer-director of the movie **WINTERHAWK** filmed on location in Kalispell last summer, announced a new movie for filming in Montana on a recent visit to Kalispell. While in Kalispell Pierce met with Scott Warden (R), coordinator of the Film Division, and Buck Torstenson (L), owner-manager of The Outlaw Inn in Kalispell.

MGM Announces \$3,500,000 Film



ANNOUNCEMENT of a major film production to be filmed on location in Montana was made by Metro-Goldwyn-Mayer production manager Frank Bauer (R) in a recent meeting with Governor Thomas L. Judge (L) and Montana's Hollywood motion picture representative Pat Mathews.

A view of Montana as a prime location for filming motion pictures was presented to 170 motion picture producers, directors and actors January 28 in a dinner meeting held at the Hollywood Directors Guild.

Governor Thomas L. Judge spoke to the motion picture assembly, citing various Montana features and qualities attractive to the filming industry and explaining functions of the newly established Film Locations Division of the Montana Travel Promotion Unit. The Division, headed by Scott Warden, coordinator, and Pat Mathews, Hollywood representative, was established by Governor Judge to make a concentrated campaign to attract the location business to Montana.

The Hollywood dinner featured a special "Montana Menu" of baron of buffalo.

During the dinner meeting a slide presentation was shown in a presentation with 35mm motion picture footage of film scenes shot in Montana in 1974 and a special 16-mm film produced for film producers, directors and location personnel. An updated Montana Motion Picture and Television Location Manual was presented to appropriate motion picture personnel during the Montana event.

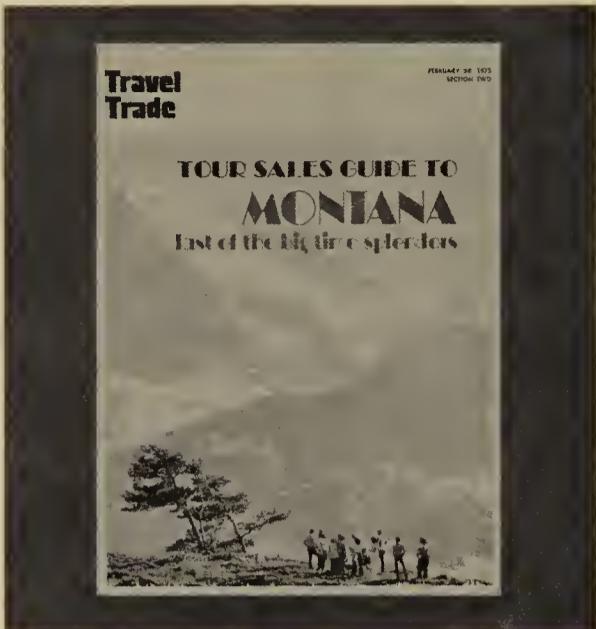
As a direct result of efforts by the Film Locations Division, Metro-Goldwyn-Mayer has announced that a new MGM production, **Wild Track**, will be budgeted at \$3-1/2 million with at least \$1 million of the movie budget to be spent in Montana.

According to MGM production manager Frank Bauer, **Wild Track** will make use of Burlington-Northern trains, track, equipment and rights-of-way, and will be filmed on the same major scale as the Clint Eastwood-Malpaso Productions film **Thunderbolt and Lightfoot** that was filmed in Great Falls in 1973.

The new MGM motion picture is one of seven movies and two television "movies of the week" planned for production in Montana this year.

Winterhawk, the Charles B. Pierce production filmed in Kalispell in 1974, is scheduled for premiere in Kalispell on May 1. Pierce announced plans in Kalispell March 1 for another film to be made by his production company this summer.

Montana Tour Guide Produced For Travel Agents



In an effort to stimulate the Montana travel tour industry, the Tour Division of the Montana Travel Promotion Unit has produced a package tour guide supplement to Travel Trade magazine.

According to Mrs. Pat Downs, coordinator of the Tour Division, 19 advertisers cooperated to produce the 16 page supplement.

Montana-Alberta

(Continued from Page 1)

Airlines and by Travel Age West magazine. The Western Airlines entire marketing staff in Los Angeles and other West Coast cities will follow through on the joint promotion.

According to Josephine Brooker, director of the Montana Travel Promotion Unit, "This saturation of the Los Angeles market will also include publicity coverage during the four-week April campaign. This is a great opportunity to promote travel with our neighbors to the North, and we hope it will be the first of many successful annual promotions."

The promotion was initiated by Governor Thomas L. Judge during a "Goodwill Tour" to Edmonton and Calgary in November. During a Hollywood Motion Picture Location meeting in January, Governor Judge visited with Western Airlines officials and reported that they were enthusiastic about tieing in with the promotional program because of their exclusive service between the Los Angeles market and both Montana and Alberta.

PREVIEW OF UPCOMING TRAVEL DEPARTMENT EVENTS

MARCH—2-12, Pacific Northwest Travel Association ski writer's tour, with Big Mountain stop on March 3.

18-19, PNTA Spring Symposium, Coeur d'Alene.

APRIL — 7-11, Montana-Alberta cooperative promotion effort in Los Angeles.

16-17, PNTA Montana Chapter meeting, Great Falls.

17-18, 2nd Annual Governor's Conference on Travel, Great Falls.

MAY 1 — Premiere of "Winterhawk" in Kalispell.

JUNE — 13-16, Tour agents familiarization tour.

28, Start of U.S.-Canada coast-to-coast antique automobile tour, with Montana stops during July and August.

MONTANA TRAVEL NEWS

ADVERTISING UNIT, MONTANA DEPT. OF HIGHWAYS, HELENA, MONTANA 59601

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